



## 2010 CENSUS: IT'S IN OUR HANDS

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### Partner Support Program FAQs for Partners

- Q. What is the Partner Support Program (PSP)?
- A. The Partner Support Program, formerly known as the In-Kind Program in Census 2000, supports the outreach efforts of partner organizations. The purpose of this program is to better reach hard-to-count populations by establishing relationships with 2010 partner organizations.
- Q. Is the PSP a grant program?
- A. No, the PSP is not a grant program. The Census Bureau has no authority to issue grants. No funds are given directly or indirectly to 2010 partner organizations. All purchases are made by Census Bureau personnel in compliance with the Federal Acquisition Regulation and the Commerce Acquisition Manual and disbursed directly to vendors.
- Q. If funds are not given to 2010 partner organizations directly, why are 2010 partners required to complete a PSP Request Form?
- A. No funds are given to 2010 partners. Instead, funds are disbursed directly to the vendors providing products and services to the 2010 partners. The funds are used to support or supplement existing outreach activities in hard-to-count communities that have been identified by 2010 partner organizations. 2010 partners have and will continue to develop low cost and no cost outreach activities in support of the 2010 Census. If in the development of these 2010 Census activities, the partner organization identifies an additional need, which they are unable to fund, they will be able to share this with the Partnership Specialist in their community and complete a PSP Request Form to recommend that the Census Bureau consider funding this outreach activity.

For example, a 2010 partner organization may have already planned to organize and host a 2010 Census Day in their hard-to-count community. The partner's outreach activity may include the donation of staff time to organize the event, donation of the facility to host the event, and donation of materials and resources to promote the event via radio, e-mail campaigns, flyers, etc. In evaluating the effectiveness of the 2010 Census Day event, the partner organization determines that the event will be greatly enhanced with the addition of a banner to publicize the event. However, due to the partner's limited resources, they determine that they will not be able to fund the purchase of the banner. The partner organization then requests (by completing a PSP Request Form) that the purchase of the banner be made by the Census Bureau, as it would (a) add tremendous



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value to the outcome of the event *and* (b) is consistent with the Census Bureau's goals to reach a wide audience of hard-to-count groups.

- Q. What is the maximum amount of funds the Census Bureau can spend on each PSP Request?
- A. \$2,999 for product-based requests and \$2,499 for service-based requests.
- Q. What are examples of acceptable products and services which the Census Bureau is authorized to purchase in support of 2010 partner outreach activities?
- A. Examples of products include: promotional banners, pens, pencils, T-shirts, stress balls, balloons, stickers, chip clips, magnets, water bottles, baseball caps, bags, paper weights, hand fans, etc.

Examples of services include: labor hours to pay for clowns to perform at an event, a translator to translate materials from English to Thai, a graphic designer to design various printed materials for a hard-to-count community.

The vast majority of requests are expected to be product based.

- Q. Are there any items or services that the Census Bureau can not purchase in support of existing 2010 partner organization outreach activities?
- A. Yes. Food can not be purchased with these funds. Advertisements/media can not be purchased with these funds.
- Q. Will the items purchased by the Census Bureau be delivered to the 2010 partner organization's address?
- A. Deliveries will be made to the address identified on the PSP Request Form. Each 2010 partner organization will be required to send the proof of delivery (packing slip), which will be included with the delivered items. Upon receipt of the materials, the shipping documentation (packing slip) must be provided to the Census Bureau. The Partnership Specialist will be the point of contact to whom the 2010 partner organization will coordinate the submission of all delivery documentation.



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- Q. Will 2010 partner organizations be required to identify or suggest a vendor?
- A. No. Though partners are not **required** to identify a vendor, we encourage partners to suggest vendors in writing to their Partnership Specialist. The Regional Census Center Management Team has the ultimate responsibility for identifying vendors.
- Q. If a vendor does not accept government credit cards, does this exclude them from being considered as a suggested source for Partner Support purchases?
- A. No, however, the inability to accept government credit cards may create a delay in processing the request.
- Q. Will partner organizations be required to demonstrate that they are “active” 2010 partners? If so, what are some examples that may demonstrate an active partner?
- A.
- organization adopted a proclamation/resolution supporting the 2010 Census
  - organization designated a member to be a Census liaison
  - organization printed information, articles about 2010 Census in their newsletter or Web site
  - organization paid for promotional items for the 2010 Census
  - organization donated advertising space or airtime for the 2010 Census
  - organization donated space for meetings, training or testing
  - organization displayed 2010 posters at their facility
  - organization formed or served on a Complete Count Committee
- For more examples, contact your Partnership Specialist.*
- Q. What should be considered when completing a PSP Request Form?
- A. The following questions should be considered before completing a PSP Request Form that supports 2010 outreach activities within hard-to-count communities.
- Will the outreach activity effectively reach an audience of specific hard-to-count groups?
  - Does the outreach activity provide valuable resources that further the census effort?
  - Will the outreach activity increase the awareness of the 2010 Census?



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- Will the outreach activity encourage and motivate residents to complete and return their census questionnaire?
- Will the outreach activity communicate a consistent census message: ***It's Easy, It's Important, It's Safe?***
- Does the outreach activity include the use of local vendors? (The use of local vendors is strongly encouraged and to the extent allowable, use of small businesses, minority-owned, and women-owned businesses.)
- Will the outreach activity create any type of embarrassment for the Department of Commerce or the Census Bureau?
- Does the outreach request identify measurable objectives, by which the effectiveness of the activity can be evaluated?

Q. Is the Partner Support Program designed for National Partners?

A. No. The Partner Support Program was designed to generate local grassroots support within hard-to-count communities.

Q. Can a partner submit more than one PSP Request?

A. No. A partner can only submit one PSP Request.

Q. Who should 2010 partner organizations contact to obtain copies of PSP Request Forms?

A. Please contact your Partnership Specialist.

Q. Who should 2010 partner organizations contact for additional information on the PSP?

A. Please direct all inquiries regarding the PSP to your local Partnership Specialist.

Q. What is the time line for which the PSP will be implemented?



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- A. Regions begin implementing the PSP in May 2009. Organizations should send PSP Request Forms to their regional Census Bureau office no later than December 1, 2009. We encourage partner organizations to use these resources for the purpose of educating their constituents about the 2010 Census and encourage them to return their completed questionnaire during the mail back phase that takes place in March 2010.
- Q. If my organization participates in the PSP, does this mean that the Census Bureau will no longer provide to my organization regular resources such as DVDs, brochures, etc., as well as promotional materials, electronic materials, drop-in articles or technical support for the formation and administration of a Complete Count Committee in my community?
- A. No, your organization will continue to receive regular resources and promotional material, including electronic and printed resources.
- Q. What does the Census Bureau hope to achieve through the PSP?
- A. The goal of the PSP is to equip a 2010 partner with very specific community materials (printed materials and promotional give-aways). These items are above and beyond what Census will provide through its normal channels. The ultimate objective is to elevate awareness about the census and achieve a high rate of return of the 2010 Census questionnaire within hard-to-count communities.